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THE BEACH NEWS

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VOL. 2—NO. 19

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, March 28, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

Announcement!

To the PRESENT RESIDENTS and particularly to those who were "OLD-TIMERS" at Ocean Beach, Pacific Beach, Mission Beach, Loma Portal, Roseville, La Playa, Fort Rosecrans—all of Point Loma:

Beginning with the current issue, **THE BEACH NEWS** announces the publication, in regular weekly installments, of a splendid series of articles of special local importance, under the title of "**LOMA LORE**," which is being written and contributed by one of the most distinguished residents of Point Loma, **MRS. WINIFRED DAVIDSON**, National President of the American Literary Association and a very prominent member of the San Diego Writers' Club. Mrs. Davidson has lived on Point Loma nearly twenty years and has a wide acquaintance in the peninsular and beach districts. Contributions of general information, personal recollections, bits of Point Loma history and the like are requested by Mrs. Davidson at her Point Loma address for incorporation in the "**LOMA LORE**" series, which will embody, in fitting verse and prose, not only well-known historical high lights but much of a more intimate, personal nature—interesting episodes that have taken place upon Point Loma from the time Cabrillo first set foot here in 1542, up to the present.

YOU will want **THE BEACH NEWS**. Old-time neighbors who are no longer residents here, will want to see this series. A single subscription—one dollar—will provide this valuable material for your scrap books and keep up-to-date your present-day information of the activities on Point Loma and throughout the beach districts—Subscribe now!

Kodak Films, FROIDE'S, opp. P.O.* Kodak Finishing FROIDE'S op. P.O.*

Easter Offerings Vets' 'Campfire'

"MAH JONGG" SETS
WITH BABCOCK'S RED BOOK
AT PASSMORE'S STORE

At prices as low as \$2, sets of the great Chinese game of "Mah Jongg" can be secured at Passmore's Bird and Toy Store, at Sixth and B streets, opposite the new Commonwealth building. Complete, confidence may be placed in the statement by Manager Alex. A. Noland that the sets on display were made for the original "Mah Jongg" people and are in no way imitation "Chinese games," of which there are many on the market both in the cheaper and more expensive styles. The original "Mah Jongg" sets on sale at Passmore's always have "Babcock's Red Book of Rules" for playing the game, and can also be depended upon for quality and attractiveness, while customers can rest assured of obtaining the genuine article.

New Easter novelties, such as sail boats, coaster wagons, scooters and croquet sets are now on display at Passmore's splendid all-the-year-round toyland, where visitors are always assured a hearty welcome.

DANCES OF YORE
TO BE REVIVED HERE
AT G. A. R. GATHERING

Approximately a thousand women who for years have looked after the wants of needy Civil War veterans and now are helping Spanish-American War and World War veterans in addition, are expected to attend the annual encampment of the Grand Army of the Republic, Department of California and Nevada, to be held in San Diego May 12 to 17.

They will be delegates from the seventy-six Woman's Relief Corps posts in the department, with a total membership of 13,506.

The corps of Heintzelman and Datus E. Coon posts of San Diego are to act as hostesses at a big dance to be held during the encampment in the War Memorial building in Balboa Park, at the conclusion of the "campfire." The dances which the grandfathers and grandmothers of the present generation trod back in the days of the Civil War will be revived.

Stationery Supplies, Froide's, op. P.O.

"LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

ISLE LOMA

By Winifred Davidson

Long lay this Loma Isle; from age to age
A lift of little hills turned from the West
Where Ocean Beach finds sea-way; with high crest
Of bordered canyons where the small white sage
Went pouring honey cups in vassalage
To ancient spring forever. She was dressed
In wilding ferns, pinks, lilies . . . on her breast
Lay poppy gold, her sun-wrought heritage.

A murmuring of bees perhaps; perhaps the whirr
And rise of tufted quail. I know the tide
Beneath ten million moons ran here, ran there,
While Loma waited like a waiting bride
As lonely and as lost as if she were
A lovely thought that Time had put aside.

Loma, "the hill," as the older settlers named it, is today a promontory. It is the index finger of a mighty hand that is the city of San Diego; a slender and tapering pointer to the south.

Point Loma, this stretch of hills mounting southward and westward from the Naval Training Station and Loma Portal, to fall abruptly into the sea at the lower lighthouse, measures about eight miles. Its greatest width, which is at the north end, is generally put at four miles, though the reclaimed acres beyond the Training Station adds a considerable fraction to this figure. At the southernmost tip its width is only about half a mile.

Flashing in automobiles on continuous concrete pavements from San Diego city over to our bays and seashore, newcomers may fancy that this easy come and go is something long established; but to the older residents on Loma there is no hour when the life we live flows steadily down the channels of today.

Constantly reminders, memories, and drifts of traditions of other days run in upon us, like the back wash of our tide waters into the little streams that still cut through the links of the Point Loma Golf Club course.

For ages Point Loma was an island, cut off from the mainland by the San Diego river which mingled with the bay at high tide and spread over an area of about four square miles.

This we sometimes call "Dutch Flats," the level space traversed by the Midway trail—a tract of old river sediment mixed with salt sand, where straggled tufts of Australian salt-weed and the hardy native dew-plants.

The waters that surrounded this island were the Pacific and what is now known as Mission Bay on the south and west; on the east what we now call San Diego Bay; and it was on the north that that strange river which, taking its rise over in the Cuyamaca mountains, flowed sometimes below ground, sometimes above it, to empty about where the Marine Base stands.

Already we are losing some of the names that lately attested to the island origin of Point Loma. "Tide Street" has gone—and "The Dyke" means nothing to the newer generations; but these names are significant and should be recorded and remembered. Only seventy-one years ago, in 1853, the government built the dyke that reached from the northern end of Isle Loma to the entrance of Mission Valley. No more than five years since, at high tide we drove on Barnett street with water flooding to the curbs on both sides! Point Loma was even so late as this sometimes an island; False Bay a continuation of the circle of surrounding waters.

The sun rises and goes down through all the days of the world on what seems the usual. You see it in the light of the commonplace: people passing along the old streets, the old fields, their daily trivial round seeming to have been cast for them specially in the place where life

finds them: to be always theirs! Here today lie Loma Portal, Ocean Beach, Roseville, La Playa, the government apportionments—from the oldest of them which is La Playa to the newest which is the Naval Training Station—places of homes and gardens, alive with the occupations which suit the demands of our own times.

Now look for a moment in imagination upon the unchanged ages that passed while Point Loma lay waiting for what it has today. In "Our Italy," Charles Dudley Warner speaks of the outlook from this majestic headland as "one of the most remarkable views in the accessible civilized world, one of the three or four really good prospects . . . astonishing in its immensity." Always it has had this quality: bigness. It holds a commanding position.

And always it has been a place of flowers. The earliest of the travelers here told of the wealth of poppies, buttercups, daisies, pinks, nemophilas, roses, violets, larkspurs, lilies, "purple pressing hard upon gold; blue upon purple; and pink and white upon blue;" and we cannot suppose that our Point Loma wild flowers are of recent growth. There were brown-heart daisies here to greet Cabrillo; and ages before his coming there had bloomed wild buckwheat, the lemonade berry bush, the yucca, the sage. And ferns clustered thickly; and rue and artemisia and all the aromatic shrubs that still are here. They border our every path.

Along the shore were great meadows of kelp, and seals, porpoises and whales disported in the sun.

Indians took these trails our feet have rediscovered, down to Ocean Beach for mussels; up to the heights near the Wireless Station, there to build fires by which to signal news over to their brethren watching on other heights beyond the intervening waters and valleys—on San Miguel, Palomar, San Jacinto and the table mountain down in Baja, California.

Certainly we have something to hold dear here on Point Loma—a good story and one worth telling—something to keep for a long, long time in our hearts and minds and to be passed on to those who shall be coming ever in larger numbers to see the sun rise and set through those days, weeks, months and years that shall for them make up the sum of the prosaic and the commonplace spectacles of life. We can leave them something that in the midst of their light-of-day, solid matter-of-fact appearances shall come like glimpses of a mysterious and a marvelous world behind the apparent.

There are still living here amongst us and up and down the cities and towns of California and the west, American and Mexican men and women who are still recalling old and unrecorded facts—facts concerning the beginnings of things in old La Playa, in old Old Town. These shall not pass, but in some fashion, however crudely and at seeming haphazard set down, we shall put together all the bits of happenings that combine to make the history of Isle Loma.

(Continued next week)

Top O' The Heap Junior 'Hi' Assured

OCEAN BEACH CLUB

CINCHES FIRST PLACE

DEFEATING CARLSBAD

Upwards of half a thousand baseball enthusiasts witnessed the thrilling game on the local diamond last Sunday afternoon when the Ocean Beach team became champion possessors of first place in the North County baseball league, defeating Carlsbad by a score of 7 to 5.

The contestants had been tied for the top position, and players and spectators were alike on tip-toes of exciting expectancy throughout the game. The invincible Vitek was as steady as a clock and held the visitors down to five hits. The Beach bunch landed good and hard on twirler Thompson in the seventh inning, driving the "sheep herder" from the box. Another "ba-ba" named Branch, was put in the breach, three Beachites being on bases, but Meadows doubled on the first ball pitched and five runs formed the total of the inning.

A couple of fast double plays by Ocean Beach players proved an outstanding feature, while the ever-alert Allen carried off the hitting honors, collecting four hits in five times up for the local team. Official score:

Ocean Beach	7	11	4
Carlsbad	5	5	3

Vitek and Pollnow; Thompson, Branch and Spahr.

At THE NEWPORT SHOPPE—Next door to Cundell's Meat Market—You'll find a nice assortment of **BATHING GOODS, Suits, Caps, Bandannas, Rubber Belts, Canvas Belts, and Shoes**—for the early bathers. Lookers are always welcome.

CHOLLAS VALLEY CLUB

PLAYS HERE SUNDAY

The top-notch Ocean Beach team are scheduled to cross bats next Sunday on the local diamond with the Velie club from Chollas Valley. Our boys are at the head of the league and will work with all their might to keep in front of the procession. Let's all turn out and root to keep them there!

Cream Puffs, Cream Rolls, and Apple Turnovers; also French Pastry—Special at the O. B. BAKERY, Saturday. Phone Pt. Loma 72-W.

AUTO STOLEN

ON ABBOTT STREET

Mrs. C. T. Cooper, 2221 Abbott street, reported to police last Wednesday that someone stole her automobile while it was parked in front of her home on that day.

EASTER CARDS—FROIDE'S, opp. P. O.*

POINT LOMA

HIGH SCHOOL BUILDING

PLANS APPROVED

With instructions from the Board of Education to keep the cost of the proposed Point Loma high school building within \$200,000, Architect Edwin T. Banning is proceeding at once with the completion of drawings, plans, working plans, specifications and estimates in order that the construction of the school can start as soon as possible.

The building will be of the Spanish renaissance style, and will be built to accommodate 800 students immediately. It will be so arranged, and expanded to accommodate 1000 or 1200 students when occasion demands. There will be 12 class rooms, laboratories, study rooms and the various necessary administration rooms, library and service rooms.

The school will be used first for a junior high school, but later will be used for both junior and senior high school departments.

THE NEWPORT SHOPPE—Next door to Cundell's Meat Market—Is showing an up-to-date novelty in **SPORT SWEATERS and SPORT SUITS for the Spring and Summer wear. These are decidedly new, and the first and exclusive showing at Ocean Beach.**

PARCEL POST

PACKAGES FOR CANADA

MUST BE DECLARED

Postmaster H. K. Rankin announces that a new ruling has been received from the government postal authorities to the effect that a customs declaration must accompany each parcel post package mailed in the United States for any point in Canada. Packages can also be insured for Canada and the weight limit has been raised to eleven pounds.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.

DOG CATCHERS

BUSY AT THE BEACHES

In compliance with the warning bulletin issued by the Board of Health, the poundmaster and his assistants have been combing the beach districts for stray dogs, quite a number being caught this week. Keep your canine pet at home.

Order your Certified BABY CHICKS now at O. B. Feed, Fuel and Express. Phone, Pt. Loma 20W.

LUMBER COMPANY MOVES

The office of the O. B. Lumber Co., has been moved from 5050 Newport avenue to the corner of Muir avenue and Ebers street. The new phone number is Point Loma 40-J.

Beach Tragedy

HIPPISLEY JUSTINS

ACCIDENTALLY KILLS SELF IN HIS GARAGE

While taking a high-powered rifle out of his automobile in the garage at his home, 2387 Seaside street, last Saturday, Hippisley Justins was accidentally shot and instantly killed, a bullet passing through his stomach on the right side.

Mr. Justins, who was employed as a salesman at the San Diego Cycle and Arms company, had come home in his automobile shortly before noon and had asked his wife to prepare some hot water for his bath. He returned to the garage for some supplies, and following the report of the gun shot, his wife rushed out and found him lying unconscious on the floor of the garage. Medical aid was immediately summoned, but it was too late, his death being almost instantaneous.

Mr. Justins had reached his fifty-third year and was the husband of Nellie Justins and the father of Nancy, Dorothy and John Justins, all of Ocean Beach. He was a native of England; and a brother in Los Angeles and other relatives there survive him. His funeral took place last Tuesday under the auspices of San Diego Lodge, No. 35, F. and A. M., and cremation was private at the Greenwood cemetery.

MISS PEARL ANTRIM—DRESS-

MAKING AND CORSETIER, 1776 CABLE STREET. PHONE POINT LOMA 338 J-K.

Picture Frames. FROIDE'S, opp. P. O.

O. B. Library

MARGARET RANKIN, Librarian

The O. B. Branch Library is pleased to announce another order of new books which arrived this week. The following are some of the adult books:

Non-fiction—"In Quest of El Dorado" (Graham); "Call of the Mountains" (Jeffers); "Men, Maidens and Mantillas" (May); "Wandering in Northern China" (Frank); "New Colonials—Attractive House Plans"; "On Autumn Trails and Adventures in Captivity" (Squier).

Fiction—"Alias Red Ryan" (Buck); "Queen of Farrandale" (Burnham); "So Big" (Ferber); "Safety Pin" (Fletcher); "Middle of the Road" (Gibbs); "Nobody's Island" (Grimshaw); "Mother of Gold" (Hough); "Steadfast Heart" (Kelland); "Wild Horses" (Knibbs); "The Boosters," a story of Los Angeles (Luther); "Man's Country" (McFarlane); "World Outside" (McGrath); "Ride Him, Cowboy" (Perkins); "Eagle's Wing" (Bower) Sinclair; "Oh, Doctor!" (Wilson).

FLOWERS AND VEGETABLE PLANTS—A nice stock to pick from at the O. B. Feed, Fuel and Express.

RUN OF SMELTS

BEGINS FOR THE SPRING

Smelts have commenced to run again at Ocean Beach, the first catch for this year being made on Saturday night, March 9, by Turner B. Kline, who gathered in some half a hundred on his first effort. The shiny silvery fish are due to run again tomorrow night, wind and wave permitting.



Lenore Ulric in
DAVID BELASCO'S
"TIGER ROSE"
A SIDNEY FRANKLIN PRODUCTION

For the next mid-week feature at the Ocean Theatre, Manager Ray Ericsson has gone the limit in securing that famous classic of the screen by David Belasco, entitled, "Tiger Rose," with the pretty and talented Lenore Ulric in the leading role. It is a film of the first water, being shown to packed houses in the leading cities of the county. You can't afford to miss it. The story is one of the strongest ever written for the movies and has been pictured regardless of expense.

Daddy's Evening Fairy Tale

By Mary Graham Bonner

POND SPRING DINNER

"Quack, quack," said Mrs. Duck.
"Quack, quack," said Miss Duck.



Poor Miss Duck.

"Quack, quack, quack, quack," said the little Ducks.
"They must be a nuisance, quack, quack," said Miss Duck, as she looked at the little Ducks. "You have to do so much for them. They are so helpless, really. You have to teach them such a lot."
Mrs. Duck looked at Miss Duck with an expression of great pity.
"Poor Miss Duck," said Mrs. Duck. "If you think they are a nuisance you don't know what you are talking about. 'Dear me, I wouldn't want it if they knew everything! If they didn't have to be taught it wouldn't be so much fun.'"
"Just suppose the little Ducks came along and said:
'Mother, we know it all! That wouldn't be fun.
'It is much more fun to say:
'Will you never stop asking questions? That is far nicer to say.
'Then it is that I feel wise and superior and fine. Just then, when my little ones look to me to guard and protect them and show them what to do.
'A mother would feel like a nobody if her children knew it all the minute they came into the world. It's so exciting to be looked up to as some one wise and clever and smart.
'Dear me, Miss Duck, how little you know."

"Quack, quack," said Miss Duck. "I never thought about it that way. But don't you get tired when they ask so many questions?"

"Tired, quack, quack, of course I get tired," said Mrs. Duck, "but it is pleasant to feel tired because one has said so many wise things and taught so much and answered so many questions and been looked up to for guidance."

"I see, quack, quack," said Miss Duck. "Yes, after all, it must be very fine to appear so superior."
"And," continued Mrs. Duck, "when the little children grow up they will do the same! They will show their children what to do and the lessons all Ducks should know."

"They will answer questions and they will appear wise and they will enjoy this immensely."
"So it goes!"

"But I must be seeing about my children now. I promised them a good pond spring dinner and they are ready to come along."

"Quack, quack, quack," said the little Ducks.

"Good-by, quack, quack," said Miss Duck. "I have to have a chat with young Miss Indian Runner Duck. She doesn't like the water—she's a queer one. But I like to talk to her. Her ideas are so funny, not liking the water and all."

"Good-by, quack, quack," said Mrs. Duck. "Give Miss Indian Runner my best regards and tell her I'll come and see her when I have time."

"A mother has so little time, you know," And Mrs. Duck said this very proudly.

"Quack, quack, quack," said the little Ducks.

"Come, darlings," said Mother Duck. "Come with me to the pond. Follow your mother, darlings, and you will be all right. Just walk the way I do."

So all the little Ducks followed their mother and waddled along just as their mother did, copying her and making her feel very pleased that they were trying to do just as she did.
They had a delicious pond spring dinner—such nice little delicacies were floating about, and also to be found in the soft mud and weeds.
And all the time the little ones quack-quacked their questions at Mother Duck, which made her feel very proud.



The Little Ducks Followed.

One-teacher schools are disappearing in Kentucky at the rate of nearly seven a week, as they become consolidated into larger schools with two, three, four or more teachers. New union and consolidated schools are established to take their places at the rate of about ninety a year. To enable the children to attend the consolidated schools 78 schools provide free transportation, using 118 motor busses and 54 horse-drawn vehicles.

Cheeky

Teacher—So you don't know which letter comes next to H?
Boy—No'm.
Teacher—What have I on each side of my nose?
Boy—Looks like powder, ma'am, from here.

SUBSCRIBE NOW!

To the Song Birds

By Grace E. Hall

Sing in sheer joy of the rapture that's swelling
Within your wee heart as you unfurl the wing;
In wild exultation voice bliss that is welling,
In gay, thrilling notes let it passionately ring.

Perch by the nest that your babies may hearken
Fill their young minds with the tales you can tell;
Shriek of swift flight when the storm-clouds oft darken,
Lilt of your race with the blue ocean's swell.

Warble of sails you have made o'er the broad fields,
Visioning corn waving green blades to you;
Joy, full and free, is the treasure your life yields,
Give of your music—with notes full and true.

At twilight sail down, fold your wings in the gloaming,
Come, rest from your travels, the day has been long;
Alight on the bough that fore'er waits your homing,
And in the cool shadows trill lullaby song.

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Prescriptions

QUALITY comes first—

We have it.

SERVICE comes next—

We give it.

SATISFACTION is what you want—

We guarantee it.

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Corner Bacon and Newport Ave. F. H. KRAFT, Prop.
We are as close to you as your phone—Call Point Loma 70-J

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Corner Defoe and Niagara Avenue

SPECIAL SALE—Soaps, Washing Powders, Starch, Blueing, Ammonia, Clorax, etc.

Everything for the Family Wash.

We deliver any quantity, anywhere, at any time.



DAILY TRIPS TO SAN DIEGO AND POINT LOMA

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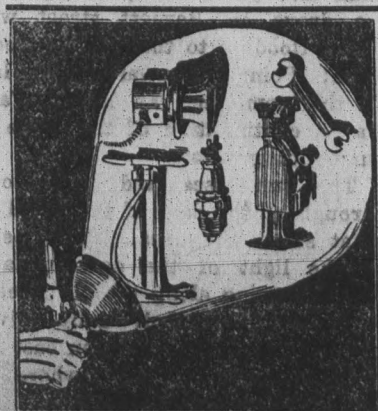
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Lumber, Shingles, Laths, Lime, New office and extra warehouses
Cement, Roofing Material, Wall now being constructed corner Ebers
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Lumber Estimates Cheerfully Given Phone, Pt. Loma 40-J



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Ocean Beach, Calif.

PHONE POINT LOMA 382

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



Don't Miss "LOMA LORE" series.

You'll Like "LOMA LORE" series.

DOUBLE BIRTHDAY

CELEBRATION BY LITTLE
ALICE AND CLAIRE TODD

Mr. and Mrs. Ben Todd of 4774 Brighton avenue, entertained a number of guests at a double birthday party for their two little daughters last Wednesday afternoon. Little Alice celebrated her first birthday, and the occasion also marked the seventh birthday anniversary of Claire Todd. While Mr. and Mrs. Todd entertained the grown-ups, Miss Alice celebrated her first birthday, and the occasion also marked the seventh birthday anniversary of Claire Todd. While Mr. and Mrs. Todd entertained the grown-ups, Miss Alice celebrated her first birthday, and the occasion also marked the seventh birthday anniversary of Claire Todd. While Mr. and Mrs. Todd entertained the grown-ups, Miss Alice celebrated her first birthday, and the occasion also marked the seventh birthday anniversary of Claire Todd.

MISS L. PARMELEE

BAKING SPECIAL PRODUCTS
FOR PUBLIC SALE

Announcing that she is now prepared to furnish on short notice the various cakes and pies and marmalade, which have earned her a most enviable reputation for good baking, Miss L. Parmelee also advertises that her special cooking products may be obtained at Faber's Ocean Beach grocery stores. Prompt attention is given to phone orders, by calling Point Loma 364-M.

SPECIAL P. T. A. PROGRAM

FOR NEXT FRIDAY

A musical and oratorical entertainment will be given next Friday, April 4, by the P. T. A., especially for mothers and fathers. It will be held in the seventh grade room at the O. B. Public School. The program will be arranged by the courtesy of the Community Service and will begin at 7:30 p. m. Mrs. Muehleisen, of San Diego, will give a special talk for the benefit of parents.

GOING TO 'FRISCO

Mrs. R. J. Walsh, formerly of Ocean Beach, who has been visiting her sister in San Diego, left the early part of this week for Los Angeles, to visit another sister for a few weeks. She will return later to San Francisco, her present home.

RESIDENTS FROM THE VALLEY

F. W. Clayton has sold his property in El Centro and purchased a home here from Mrs. Miller at 4659 Castello street. Charles Floyd, also of the valley, accompanied Mr. Clayton here, and will soon dispose of his holdings on the ridge at High Pass and invest in beach realty.

MOVES TO TOWN

Mrs. Ada M. Morgan, formerly of 5124 Saratoga avenue, who has been long and favorably known for her many excellent activities in the civic and social life at Ocean Beach, has moved to San Diego.

Mr. and Mrs. S. M. Wickern and baby, of Los Angeles, motored to Ocean Beach to spend the week-end with Mr. and Mrs. E. H. Wickern, of the Bungalow Grocery on Niagara avenue.

Mr. and Mrs. E. E. Ballinger of 4811 Long Branch avenue, have moved to San Diego.

MRS. C. J. DOUGLASS CELEBRATES SEVENTIETH BIRTHDAY ANNIVERSARY

Last Monday, March 24, Mrs. C. J. Douglass, mother of Mrs. W. N. Douglass, celebrated her seventieth birthday anniversary in her new home at 4774 Del Monte avenue, happily surrounded with a merry party of friends and relatives. There was a big birthday cake, handsomely decorated for the occasion by the O. B. Bakery, and coffee was served with appropriate refreshments. Among the guests present besides the immediate members of the family were Mrs. L. M. Westcott, Mrs. Charles Moore, Mrs. E. H. Wickern, and from San Diego came Mrs. Frank Slate, Mrs. W. A. James, Mrs. R. A. Gay, Mrs. Weiricke, and Miss Edna Weiricke. The out-of-town guests included Mrs. Bailey Douglass and her two sons from Hemet, and Mrs. Charles Vinson of Los Angeles.

THE NEWPORT SHOPPE—Next door to Cundell's Meat Market—Has a new line of SPRING MATERIALS—Ginghams, Voiles, and Dress Linens, of various patterns and shades, selling at attractive prices.

CONTRACTOR DRUMM

REMOVED TO HIS HOME
FROM HOSPITAL

Slowly recovering from injuries received when run over by an auto lumber truck last week, B. Drumm, a prominent Ocean Beach carpentering contractor, was removed last Wednesday from St. Joseph's Hospital to his home at 4939 Muir avenue. As exclusively told in THE BEACH NEWS last week, Mr. Drumm suffered a badly crushed foot while at work on the new Whitney building annex. A loaded Russ Lumber truck is stated to have rolled across his foot while he was in a kneeling position on the sidewalk. The injured member has been placed in a plaster cast, in which it will have to remain for several weeks.

HOW'D YOU LIKE

TO GET IN A JAM
ON THIS CORNER?

Talking about traffic, it is estimated that the entire population of Greater San Diego could be carried on wheels across the corner of Forty-second street and Fifth avenue, New York, in the 42,000 automobiles that pass that point every twenty-four hours.

EARL HAAS RECOVERING

Earl J. Haas, the popular proprietor of the O. B. Feed, Fuel and Express, has been suffering with a severe cold for several days, confining him to his home, but is now happily convalescing. Fred Locke has been helping in the store during Mr. Haas' illness.

EASTER CARDS—FROIDE'S, opp. P. O.*

NEW BEACH POLICEMAN

Police Officer E. H. Hance has been assigned to the Ocean Beach station to fill the vacancy caused by the retirement of Acting Sergeant H. K. Reama, who is now on the pension list.

OIL STATION CHANGES

Ed Bedford has purchased the interests of Wilber Swartz in the oil station at the corner of Cable and Voltaire streets, and is making many decided improvements in the place.

Mrs. Charles Vinson of Los Angeles, is visiting Mrs. W. N. Douglass of 4774 Del Monte avenue.

Mr. and Mrs. Hawkins have bought the home of Mr. and Mrs. E. E. Ballinger at 4811 Long Branch avenue and moved in last week.

Mr. and Mrs. H. L. Reama and little daughter, of 4933 Voltaire street, moved to San Diego last week.

WE CIRCULATE

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

The BEAUTY SHOP

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Opposite O. B. Postoffice
Facial Treatments and Cosmetics
Suitable to This Climate

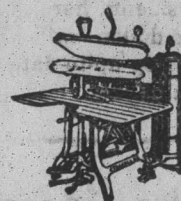
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O. B. Gleaners

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Opposite the New
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OCEAN BEACH, CALIF.

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Organized to Advance the Best
Interests of Pacific Beach

H. OWEN, Chairman
PERCY ELDRIDGE Vice-Chairman
J. FOWLER, Sec'y-Treasurer.
Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

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The Beach News

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Ocean Beach, California

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First and foremost a home paper.
We appreciate your patronage.

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COMING SATURDAY
"DON'T FALL IN LOVE"
with
Agnes Ayres and Jack Holt
A William De Mille Production
Admission 15c and 20c

COMING SUNDAY
"THE EXCITERS"
with
An All-Star Cast
Second Series, of
"FIGHTING BLOOD"
News and Comedy
Two Shows—6:45 and 8:45 p. m.
Admission 15c and 20c

SPECIAL
WED. AND THURS.
David Belasco's
"TIGER ROSE"
with
Lenore Ulric
DON'T MISS IT
Admission Children 15c, Adults 30
Come Early—Show Starts at 7:15

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Merry-Go-Round

Young and Old, Rich and Poor, all
ride at same price, 5c each.
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Phone Point Loma 259-J

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Phone: Point Loma 20-J

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Prep for College, West Point and
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THOROUGH MILITARY INSTRUCTION
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Phone, Pacific Beach 172
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If NOT—NOW is the time
to Subscribe—at our office
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\$1.00 a Year

YOU'RE READING THIS. And
so are thousands of other good peo-
ple, who would also see YOUR busi-
ness announcement if placed here.

Classified Ads Get Quick Results.

SPEND YOUR DIMES AND
DOLLARS AT HOME

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH Editor-Owner
KATHERINE SMITH Sec'y.-Treas.

2005 BACON ST.

Legalized as an Official San Diego
City and County Newspaper

Subscription Price, \$1.00 a Year
IN ADVANCE

Single Copies 5 Cents

Advertising Rates Upon Application
LOCAL READERS—Fifteen cents a
line, averaging five words to line.

CLASSIFIED ADS—Ten cents per
line, averaging five words to line.

"Entered as second-class matter Decem-
ber 1, 1922, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

FRIDAY, March 28, 1924

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.

Keep Posted on "LOMA LORE"
series.

THOUGHTFUL COMMENDATION
HIGHLY APPRECIATED

Ocean Beach, March 25, 1924.
Mr. Kirk Smith,
Editor "The Beach News."

Dear Sir: Both Miss Warren and
I wish to thank you not only for the
generous space devoted to the "Li-
brary Notes," but for the clever way
the items are introduced. We feel
that the increase in circulation is
largely due to advertising the library
in this way. The circulation last
month reached nearly 5,000, which is
unusual for this time of year.

Respectfully,
MARGARET RANKIN.

MICKIE SAYS—

A MERCHANT GET HE
DONT ADVERTISE BECAUSE THE
RESULTS OF AN AD ARE ONLY
TEMPORARY! SO ARE THOSE
OF A BATH! YOU GOTTA
MAKE A HABIT OF EN-
T' GY PERMANENT RESULTS!



DONALD CAMERON

RETURNS TO HIS HOME

EXPLAINING ABSENCE

Following a county-wide search of
several days, Donald Cameron, a
well known landscape gardener, who
disappeared suddenly from Pacific
Beach on Tuesday, March 18th, vol-
untarily returned to his home last
Friday, greatly relieving the anxiety
of his family and many friends. He
explained his absence by stating that
he had been rather disappointed in
some of his endeavors and desired
solitude for a brief period. As in-
timated in The Beach News last week,
his desire for communion with "Na-
ture" had caused him to retire to the
back country away from the rush
and bother of business, without giv-
ing thought to the worry that would
follow over his somewhat sudden and
prolonged absence.

Phone or send your orders for
PRINTING, from the smallest card
to a poster, to The Beach News, for
service and satisfaction.

WE CIRCULATE

It's Not Far to a FABER Store

GOOD THINGS TO EAT
always ready for your selection at

Faber's O.B. Grocery

The Little Cash Grocery -- Faber's Cash & Carry No. 3

5021 Newport Ave. Pt. Loma 129 2119 Bacon St. Phone Pt. Loma 248

It's Not Far to a FABER Store

Use GAS
For Heating

TO ALL HOME-OWNERS and prospective
home builders we should like to make this sugges-
tion—Heat Your Home With Gas. You will find it
satisfactory in every respect; the best value in a
househeating service that you could possibly obtain.
It is clean, safe, convenient and economical.

GAS HEAT, utilized either through a furnace
or in individual room heaters, will solve your heat-
ing problem for all time. When you pay for gas
heat you have the satisfaction of knowing that you
are getting the best possible service, at a reasonable
cost per season.

Commercial Department
San Diego Consolidated Gas and Electric Co.
935 Sixth

MAIN 64

Byllesby Engineering and
Management Corporation

JUST ARRIVED—Fresh supply
of the famous California Perfume
Co.'s SOAPS, Shaving Sticks, Cold
Cream, Toilet Waters, Perfumes,
etc., at popular prices.

Fine Outfits for Baby's Com-
fort.

Special Shaving Sets for men.
Complete Assortment of Useful
Polishes and Cleansers for Furni-
ture and Automobiles.

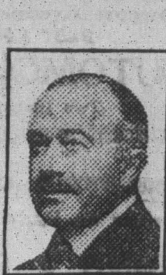
BURKHARDT'S CIGAR STORE
Newport Avenue
Next to O. B. Postoffice

WHY BANKS?

LESSON VI

By J. H. PUELICHER, Chairman,
Committee on Public Education, American Bankers Association.

We hear of bank capital, surplus and stockholders. What eco-
nomic services do they render the community?



J. H. Puelicher

BANK CAPITAL—The money necessary to engage
in the business of rendering banking services
to the community.

SURPLUS—A part of a bank's earnings not paid
out as dividends to stockholders but reserved
for possible losses or to expand activities as
needed by growing business.

CAPITAL AND SURPLUS—Protection to deposi-
tors, because if trouble arises, depositors must
be paid in full out of these funds if necessary
before stockholders are paid anything.

BANK STOCKHOLDER—Anyone able and willing
to buy stock in a bank and to assume the risk
of the business. A share of stock represents a fraction of
ownership in the whole, and with ownership go responsibilities
and liabilities. In smaller communities those who usually or-
ganize banks interest successful farmers, successful merchants
and successful manufacturers because of the influence they bring.

DOUBLE LIABILITY—The obligation under the law that rests
on a bank stockholder, in case his bank fails and the assets are
not enough to pay depositors, to pay an amount equal to his bank
stock, in addition to losing his original investment. This is not
the case in corporations other than banks. Example: If a man
owned \$1,000 in bank stock and the bank failed, and after the
assets had been used, the bank still owed money to depositors,
the stockholder would be required to pay up to another \$1,000 if
necessary to meet the obligations to depositors.

Thus it is seen that bank capital and bank stockholders perform real
economic services.

CAMPBELL

STATE and B St.



Main 777

COMPANY

CLASSIFIED ADS

ONLY A DIME A LINE
25¢ TERMS CASH
Rates, 10 cents per line, averaging 5
words to a line. No advertisement for
less than 30 cents, all payable in Advance

GREAT BARGAIN—Six lots (150
by 130), best of soil; (4 lots well
fenced, and covered with fruit trees),
on other lots a four-room house and
new garage. CHEAP. Must be sold,
\$1,000 cash, balance four years at
6 per cent. See D. C. CROSBY, 4930
Muir avenue, Ocean Beach.

WANTED—Girl, apprentice; good
personality; neat appearance. Ap-
ply evenings. The BEAUTY SHOP,
opposite postoffice.

FOR SALE—Four lots, four blocks
from Ocean Beach postoffice; low
figure for cash. Address, P.O. Box
795, O. B.

OCEAN BEACH CARPENTER
SHOP—All kinds of repair work
done; building and remodeling; prices
reasonable. Under new management.
Call Pt. Loma 70-J.

Miss L. Parmelee

Announces that she has on sale at
FABER'S GROCERY STORES

CAKES, PIES,
MUFFINS AND
MARMALADE

Prompt attention to phone orders.

Miss L. Parmelee is now prepared
to furnish, on short notice, any
of her special home-baking
products.

PHONE, POINT LOMA 364-M.

SUDS AND DUDS
of the
POINT LOMA
LAUNDRY

Our laundry pleases
Mr. Duds.....
And also many
other bloods.

LAUNDRY CALLED FOR
AND DELIVERED.

Phone, Point Loma 378.

IF IT'S LAUNDRY WORK,
WE DO IT!

—Wet Wash, Rough Dry,
Semi-Finish and Finish Work—

BASEBALL LEAGUE

HOW THEY STAND

	W.	L.	Pct.
Ocean Beach	7	2	.778
Carlsbad	6	3	.667
Escondido	4	3	.571
Velie	1	6	.143
Neighborhood House	1	7	.125
Golden Hill	0	2	.000

LOOKING AHEAD—

Where will your business be by
the end of 1925? Will you slow
down during the coming years,
stand still or forge ahead to
greater success?

ADVERTISING NOW!

will help you build bigger and
better business today and for
the years to come. We'll gladly
render you special advertising
service for increasing trade.

Please mention The Beach News
in your dealings with the patrons of
our advertising columns.

Religious News

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Ave

E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. Bibl
school at 9:45 a. m. Young People
Union at 6:30 p. m.

Wednesday—Mid-week meeting
for praise, prayer and conference at
7:30 p. m. All are invited to these
meetings.

Morning topic—"The Unhurrying
God."

Evening—A sacred concert with
Negro spirituals as the theme.

Music—Morning: Solo, "That
Beautiful Land," Mrs. J. T. Gard-
ner; cornet accompaniment, Mr.
Gordon Vaughan. Anthem, choir,
"The Cross Is Not Greater."

Sunday P. M.—Orchestra, Planta-
tion Melodies; invocation and Lord's
Prayer; "The Negro Spirituals," Miss
Etta Mae Wallace; solo, Mrs. Juanita
B. Close; three songs, choir and Uku-
lele Club, Mrs. Close, soloist; read-
ing, Miss Wallace; solo, Mrs. J. T.
Gardner; duet, Mrs. Gardner and
Mr. Meyer; scripture reading; offer-
tory, "Humoresque," orchestra; solo,
Mr. Meyer; quartet; benediction.
Mrs. Juanita B. Close, director; Mrs.
Feigley and Mrs. Vaughan, accom-
panists; Miss Etta Mae Wallace,
Negro impersonator.

Wednesday, April 2, will be the
quarterly business meeting of the
church. All members are urged to
be present.

UNION CONGREGATIONAL
CHURCH

Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

CATHOLIC CHURCH

(Corner DeFoe Street and Santa
Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.
Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.

TRINITY MISSION EPISCOPAL

Sutcliffe Bldg., 1955 Abbott Street

REV. ARTHUR C. DODD, IN
CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.

ABOUT PRINTING PRICES

All job printing by "The Beach
News" carries the Union Label and
all estimates are made in accordance
with the Franklin Price List, our
prices for standard printing being
precisely the same as any Union of-
fice in the city. Quality and service
unexcelled. Give us a trial. Phone
Point Loma 17.

IF YOU HAVE
HOUSES
For Rent

Try our Classified Ads, for Quick
Results—Only a dime a line, five
words to the line, payable in ad-
vance.

Keep advertising—and advertising
will keep you!

WE CIRCULATE

FAMOUS WRITER.

YETTA KAY STODDARD,
BEGINS SERIES IN
THE BEACH NEWS

Mrs. Winifred Davidson, distinguished San Diego poet and prominent member of the local Writers' Club, whose pen name is Yetta Kay Stoddard and who was recently named national president of the American Literary Association, has been a resident of Point Loma for nearly twenty years.

During that time she has been gathering material of an intimate personal nature in regard to the life that has been lived here—from the lost times when the gentle Indians fashioned the paths our feet are still taking to this day, from that blue-and-white day when Cabrillo's eyes opened with wonder upon our lovely hillside running down to the bay; from Chinese settlement days, Mormon exploring days—on and on—until she has now on paper and in her mind and heart a large amount of enthusiastic lore—"LOMA LORE"—she calls it for the present, and will publish it in weekly installments in THE BEACH NEWS, her first contribution being the splendid sonnet, "Nine O'clock." Appearing in issue of March 21.

S. D. A. & N. Academy

TENNIS TOURNAMENT

BASEBALL AND DANCING

BATTALION REVIEWS

The Senior class is planning to give a Hard Time dance at the Pacific Beach Clubhouse on April 11th. Cadet Major Dwyer has appointed Vorpall Fisher, Corporal Peteler C. and Corporal Pratt to serve on the committee for the dance.

Major Davis, commandant, announces that full dress parades and battalion reviews will be held every Friday in the future and friends of the school are cordially invited to witness the same.

Last Wednesday evening the cadet officers gave a banquet at Rudder's Grill in honor of the cadet non-commissioned officers' personnel. Colonel Davis, Major Davis, Captain C. B. Smith, Captain Page, and Lieutenant Prince, faculty officers, were also present.

Captain Thomas A. Davis, president, left on Thursday morning for San Francisco, where he represented his alma mater, the University of Tennessee, at the inauguration of President Campbell of the University of California on Saturday.

Baseball practice starts Monday, and a great turnout is expected. If the Academy enters the County Baseball League this year, Coach Barker is confident of great success for his "nine."

Lieutenant Smith, instructor in science, has returned to school from his home in Orange. Lieutenant Smith has been absent from his classes for several days on account of illness. Cadet Hamilton has also returned from sick leave.

Cadet Fay of Long Beach, is the latest entrant in the school.

Coach Norman Barker announces that the annual tennis tournament will start on Monday. The games will be played off at the La Jolla courts.

BOOKS WANTED BY

COUNTY LIBRARIANS

FOR MERCHANT SHIPS

The California Library Association, in co-operation with county librarians throughout the state, will conduct a Book Week for sailors during the week of April 6 to 13. During that week the librarians of nearly every county in California will be prepared to receive gifts of books to be placed on board shipping vessels for use of members of their crews.

Readable books of general interest are desired. Fiction, adventure, history, travel, biography, popular science, etc., are the subjects that seamen like best. Ship libraries, during leisure hours, are used generally by men of the merchant marine and it is the aim of the California Library Association to make such libraries available, wherever possible, to sailors who visit Pacific ports.

The Ocean Beach Chamber of Commerce Regular Business Meeting Every First and Third Monday.

Subscribe for "The Beach News."

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

(Continued from last week)

Jennie was able to smile at them now, and everybody felt more at ease, save Jim Irwin, the members of the board and Wilbur Smythe. That individual arose, and talked down at Jennie.

"I appear for the proponents here," said he, "and I desire to suggest certain principles of procedure which I take it belong indisputably to the conduct of this hearing."

"Have you a lawyer?" asked the county superintendent of the respondent.

"A what?" exclaimed Jim. "No-body here has a lawyer!"

"Well, what do you call Wilbur Smythe?" queried Newton Bronson from the midst of the crowd.

"He ain't lawyer enough to hurt!" said the thing which the dramatists call A Voice.

There was a little tempest of laughter at Wilbur Smythe's expense, which was quelled by Jennie's rapping on the table. She was beginning to feel the mouth of the situation.

"There is nothing in the school laws, as I remember them," said Jennie, "giving the parties any right to be represented by counsel. You may advise your clients all you please, but I'm not going to waste time in listening to speeches, or having a lot of lawyers examine witnesses."

"I protest," said Mr. Smythe.

"Well, you may file your protest in writing," said Jennie. "I'm going to talk this matter over with these old friends and neighbors of mine. I don't want you dipping into it, I say!"

Jennie's voice was rising toward the scream-line, and Mr. Smythe recognized the hand of fate. There was a little wrangling, and a little protest from Con Bonner, but Jennie ruled with a rod of iron, and adhered to her ruling. When the hearing was resumed after the noon recess, the crowd was larger than ever, but the proceedings consisted mainly in a conference of the principals grouped about Jennie at the big lawyers' table. They were talking about the methods adopted by Jim in his conduct of the Woodruff school—just talking. The only new thing was the presence of a couple of newspaper men, who had queried Chicago papers on the story, and been given orders for a certain number of words on the case of the farm-hand schoolmaster on trial before his old sweetheart.

By the time at which gathering darkness made it necessary for the hall to light the lamps, the parties had agreed on the facts. Jim admitted most of the allegations. He had practically ignored the textbooks. He had burned the district fuel and worn out the district furniture early and late, and on Saturdays. He had introduced domestic economy and manual training, to some extent, by sending the boys to the workshops and the girls to the kitchens and sewing-rooms of the farmers who allowed those privileges.

He had used up a great deal of time in studying farm conditions. He had induced the boys to test the cows of the district for butterfat yield. He was studying the matter of a co-operative creamery.

He hoped to open to the boys and girls the wonders of the universe which are touched by the work on the farm. He hoped to make good and contented farmers of them, able to get the most out of the soil, to sell what they produced to the best advantage, and at the same time to keep up the fertility of the soil itself. And he hoped to teach the girls in such a way that they would be good and contented farmers' wives.

"An' I say," interposed Con Bonner, "that we can rest our case right here. If that ain't the limit, I don't know what is!"

Jennie turned to Jim. "Now, Mr. Irwin," said she, "while you have been following out these very interesting and original methods, what have you done in the way of teaching the things called for by the course of study?"

"I'm willing," said Jim, "to stand or fall on an examination of these children in the very textbooks we are accused of neglecting."

Jennie looked steadily at Jim for a full minute.

"How many pupils of the Woodruff school are here?" she asked. "All rise, please!"

A mass of the audience, in the midst of which sat Jennie's father, rose at the request.

"Why," said Jennie, "I should say we had a quorum, anyhow! We'll have school here. And Mr. Irwin, please remember that you state that you'll stand or fall on the mastery by these pupils of the textbooks they are supposed to have neglected."

"Not the mastery of the text," said Jim. "But their ability to do the work the text is supposed to fit them for."

"Well," said Jennie, "I don't know but that's fair."

"But," said Mrs. Haakon Peterson, "we don't want our children brought up to be just farmers. Suppose we move to town—where does the culture come in?"

The Chicago papers had a news item which covered the result of the examinations; but the great sensation of the Woodruff district lay in the Sunday feature carried by one of them. It had a picture of Jim Irwin, and one of Jennie Woodruff—the latter authentic, and the former gleaned from the morgue, and apparently the portrait of a lumber-jack. There was also a very free treatment by the cartoonist of Mr. Simms carrying a rifle with the intention of shooting up the school board in case the decision went against the schoolmaster.

"When it became known," said the news story, "that the schoolmaster had bet his job on the proficiency of his school in studies supposed and alleged to have been studiously neglected, the excitement rose to fever heat. Local sports bet freely on the result, the odds being eight to five on General Proficiency against the field. The field was Jim Irwin and his school. And the way those rural kids rose in their might and ate up the textbooks was simply scandalous. When the fight was over, and the dead and wounded cared for, the school board and the county superintendent were forced to admit that they wished the average school could do as well under a similar test."

(Continued next week)

"OH, HELL!"

(Contributed by J. C. S.)

They say sometimes "It's cold as Hell!"

Sometimes, they say "It's hot as Hell!"

When it rains hard it's hell they cry. It's also hell when it's dry.

They hate like Hell to see it snow; It's a hell of a wind when it starts to blow;

Now how in hell can any one tell What in the Hell they mean by this word Hell?

"This married life is Hell," they say; When they come late there's Hell to pay;

It's Hell when the kid you have to tote. When he starts to bawl it's a Hell of a note;

It's hell when the doctor sends his bills. For a hell of a lot trips and pills.

When you read this you will know real well Just what is meant by this word Hell.

The Hell you don't, the Hell you do! The Hell you won't, the Hell you will!

And what in the Hell and the Hell it is And to Hell with yours! and to Hell with his!

Now who in the Hell, and Oh! Hell! where— And what in the Hell do you think or care—

But the Hell of it is—it sure is Hell. We don't know what in the Hell is Hell!



You'll Sure Like This Place

Pacific Beach Auto Camp

R. S. THOMPSON, Manager

2504 Grand Avenue Pacific Beach Phone: Pacific Beach 313

Located on paved State Highway (Los Angeles coast route) between San Diego Army and Navy academy and Rose canyon.

SAN DIEGO CITY'S FINEST AUTO CAMP

Prices more reasonable than any municipal camp ground in California.

Modern Tent Houses, Cottages, Furnished and Unfurnished Rooms, Hot and Cold Water, Baths, Laundry Tubs, Electric Lights and all Sanitary Conveniences.

General Store, Fruit and Vegetable Stands, Filling Station and Garages on the camp property.

SPLENDID SCENIC SUBURBAN AUTO CAMP WITHIN SAN DIEGO CITY LIMITS

Situated in beautiful pepper grove only a few minutes' drive on paved boulevard from San Diego city's business center, places of amusement and all points of interest. Picnic parties especially invited.

The MISSION BEACH

\$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and Ocean Beaches Grow—
Grow With Them!

MISSION BEACH COMPANY

101 Broadway, Spreckels Theatre Building,
S.E. Cor. Broadway and First St., San Diego.

G. L. Barney—SALES AGENTS—T. A. Rife

TRACT OFFICE OPEN DAILY

OMAHA MARKET

FRUITS and VEGETABLES
J. R. HARRINGTON, Prop.
5017 Newport Ave., opposite P. O.
Newtown Pippins, 6 lbs. for 25c
Oranges, 15c and 25c per dozen
Potatoes, Idaho Russett, 7 lbs., 25c
Potatoes, Rurals, 9 lbs. for 25c
Three heads LETTUCE for 10c
All Kinds of Home Made
FRUIT JELLIES and JAMS
Purchases of one dollar and over
delivered FREE upon request.



Who's Who in Officialdom

SAN DIEGO CITY OFFICIALS

Mayor—John I. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgil Brusch, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur P. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goedel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
Chief Justice—Claude L. Chambers.
Poundmaster—C. K. Maspin.
Chief Janitor City Hall—J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell.
Superintendent, C. A. Kane.
Board of Health—R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lescem. Secretary, G. H. Sieverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, D. A. Ellsworth, H. C. Miller, Mrs. Cella A. Dunham, Dr. Mary A. Ritter, Superintendent, Frank H. Ehmke.
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Board of Park Commissioners—W. T. Johnson, Hugo Klaber, J. F. Howard, Jr., Superintendent of Parks—J. G. Morley.
Executive Secretary, T. Faulconer.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler, Librarian, Atha H. Warren.

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SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Heston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Ferry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. F. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. DeLong, Dept. 2.
Constables (San Diego), Geo. H. Cooley, Harry E. Webber.

POSTOFFICE SCHEDULE

H. K. Rankin, Postmaster

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

POLICE! POLICE!!

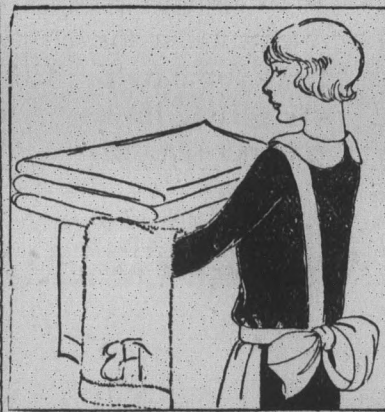
The Police Station is located on Abbott street, foot of Santa Monica avenue, and the phone number is

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Idaho Russet Potatoes, 9 lbs. 25c
Jonathan Apples, 4 lbs. 25c
Newtown Pippins, 6 lbs. 25c
Bellefleur Apples, 6 lbs. 25c
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